

Lessons Learned in Implementing the Prescription Drug Reduction Initiative

The Same Dish:

- Different Recipes
 - Different Cooks
 - Different Kitchens
-
- *Yavapai County*
 - *Pinal County*
 - *Graham/Greenlee Counties*



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• Lessons Learned

#1: Find Your Champions!

#2: Ask for Help!

Strategy 1:
Reduce Illicit Acquisition and
Diversion of Rx Drugs

Take Back Events and Drop Box Locations

Over 11,000 pounds of medication to date



Proper Storage in the Home

Safeguard Your Medicine

Prescription Drug Abuse is leading cause of accidental death.



1 out of every 4
Yavapai County 10th and 12th grade students
report abusing prescription painkillers,
plus 12% of 8th graders.

(AZ Youth Survey 2010)

**Help Keep Our Kids Safe.
Safely Lock Up Your Medications.**

★ Thank you to local merchants for
supporting this important message!

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You Can Help Stop Prescription Drug Abuse

Stay informed: Learn why prescription drug abuse is a national health crisis & how you can help.

Stay safe: Safeguard medications in your home and properly dispose of unwanted medication.

Save lives: Ask if your doctor & pharmacist are 'signed up to save lives' with the AZ Prescription Monitoring Program.



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Strategy 2: Promote **Responsible Prescribing and Dispensing** Policies and Practices

- ❖ Hospital Emergency Department Guidelines
 - ❖ Physician/Pharmacist Training and Presentations
 - ❖ Patient Education Video
- ❖ Individual Appointments with Pharmacies
- ❖ Individual Appointments with Medical Offices
 - ❖ **Talk to whoever will listen!**

Increase the Use of the Prescription Drug Monitoring Program

Sign Up to Save Lives

**MATFORCE is encouraging physicians
and pharmacists to register for the
Controlled Substances Prescription
Monitoring Program
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Promote the Return on Investment for Implementing Emergency Department Guidelines



Consider Alternative Sources of Revenue

I signed up!

Sign Up to Save Lives

As a practitioner, I use the
Controlled Substances Prescription
Monitoring Program to help
reduce prescription drug abuse
in Yavapai County.

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This project was
supported by a
grant from

AMA
FOUNDATION

Strategy 3: Enhance Rx Drug **Practice and Policies** in Law Enforcement

- ❖ Development of a Rx Law Enforcement Task Force
 - ❖ Yavapai County Scott Mascher
- ❖ Arrest and Prosecution of Physician and Drug Dealers
 - ❖ Training for Law Enforcement on Rx Crime

Strategy 4: Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse

- ❖ Patient Education Brochure
 - ❖ Patient Education Video
- ❖ Individual Appointments with Pharmacies
- ❖ Individual Appointments with Medical Offices
 - ❖ **Talk to whoever will listen!**

Strategy 4: Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse

- ❖ Rx 360 for Youth

Over 7000 Middle School and High School students to date.

- ❖ Rx 360 for Parents

- ❖ Presentations

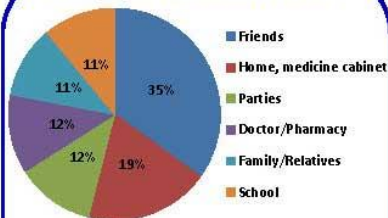
- ❖ Community Events

- ❖ Press Releases, Newspaper Articles

- ❖ Parenting Education - MVP

- ❖ TV, Radio, Billboards, Social Media

Where Youth Obtain Prescription Pills



"Trail mix" or pharm parties. Kids bring pills to a party. Each kid grabs some of the pills to take, many times also drinking alcohol.

CAN WE COUNT ON YOU?

- Take medications only as prescribed.
- Monitor all medications in your home, including cough medicine and other over the counter medicines.
- Safely lock medications in a lock box or cabinet.
- Safely dispose of unwanted medications at local law enforcement drop boxes and at MATFORCE Dump the Drugs.
- Talk to your kids about the risks of abuse.



Safe guard cough syrup and other medicines too!

• Ask your doctor or pharmacist if they are signed up to save lives with the state's Prescription Drug Monitoring Program (PDMP).

Parent Helpline
(855) DrugFree (855-378-4373)

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Summer 2014. Sources: AZ Youth Survey 2012, Centers for Disease Control (CDC), National Institute on Drug Abuse (NIDA).

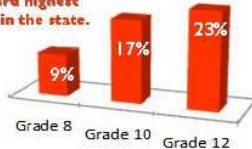
Prescription Drug Abuse

It's an epidemic

Stay Informed & Save Lives

Our youth are abusing pills at alarming rates, the 3rd highest rate in the state.

Percent of Youth Abusing Prescription Drugs in Yavapai County



#1 Cause of Accidental Death

According to the Centers for Disease Control, poisoning is now the #1 cause of accidental death in the U.S.

Pain killers are the leading cause.

Prescription pain killers result in more accidental drug overdoses than cocaine & heroin combined. 2 X more drug deaths than cocaine. 6 X more than heroin.

It's a DEADLY MIX

DANGER

Pills + Alcohol

DID YOU KNOW abusing prescription drugs can be just as dangerous, addictive and even deadly as using 'street' drugs?



Trends, Research, Resources: Drug and Alcohol Abuse
Spring, 2013

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Alert

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#1 Cause

ACCORDING TO THE CENTERS FOR DISEASE CONTROL (CDC), POISONING IS NOW THE #1 CAUSE OF ACCIDENTAL DEATH IN THE U.S.

AND PAIN KILLERS ARE THE LEADING CAUSE.



CDC calls prescription drug abuse an EPIDEMIC

Overdose deaths have skyrocketed in the past decade, largely because of prescription painkillers.

The stories are tragic: A father whose addiction to prescription painkillers ended in a fatal overdose. A teen who died after taking prescription painkillers stolen from a friend's grandmother. Nine members of one small community who overdosed on painkillers they got from pain clinics.

Locally in Yavapai County, 8 young adults died in recent years from accidental overdose.

Overdoses of prescription painkillers (also called opioid or narcotic pain relievers) have more than tripled in the past 20 years,

killing more than 15,500 people in the United States in 2009.

It is estimated that 40 deaths per day are due to prescription drugs.

NATIONWIDE
Prescription pain killers result in more accidental drug overdoses than cocaine & heroin combined. 2 X more drug deaths than cocaine. 6 X more than heroin.

Can we count on you to help?

Take medications only as prescribed.

Monitor medications in your home.

Safely lock medications in a lock box or cabinet.

Safely dispose of unwanted medications at local law enforcement or MATFORCE Dump the Drugs events.

Talk to your kids about the risks of abuse.

Ask your doctor or pharmacist if they are signed up to save lives with the state's Prescription Drug Monitoring Program (PDMP).

Stupid party: kid grab from a pile of pills more times also drinking alcohol.

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What is a MATFORCE VALUABLE PARENT?

Concerned parents and caregivers can enroll to receive a brief monthly email or letter to keep informed on the latest youth substance abuse trends and solutions.

Enroll online at matforce.org or call 928-708-0100.

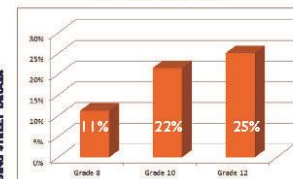
It's a DEADLY MIX

DANGER

Pills + Alcohol

AND YOU KNOW/ABUSING PRESCRIPTION DRUGS CAN BE JUST AS DANGEROUS, ADDICTIVE AND EVEN DEADLY AS USING STREET DRUGS

PERCENT OF YOUTH ABUSING PRESCRIPTION DRUGS IN YAVAPAI COUNTY



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Strategy 5: Enhance **Assessment and Referral** to Treatment

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**Have Questions?
Need Help?**

As a parent, friend, and community member, the things you say and do have a tremendous influence on the decisions children make.

Kids who learn about the risks of drugs from their parents are up to **50% less likely to use**.

Help your kids make good choices and live safer, healthier lives.

There comes a time when you might want help talking about these tough issues.

Visit the Parent Page at matforce.org for guides to:

Prevention

TimeToTalk provides easy-to-use guides and tips to help you have ongoing conversations with your kids to keep them healthy and drug-free.

Intervention

What to do if your child is drinking or using drugs.

Treatment

How to find the right help for your child with an alcohol or drug problem.

Where Youth Obtain Prescription Pills

Source	Percentage
Friends	35%
Home, medicine cabinet	19%
Parties	11%
Doctor/Pharmacy	12%
Family/Relatives	12%
School	11%

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CAN WE COUNT ON YOU?

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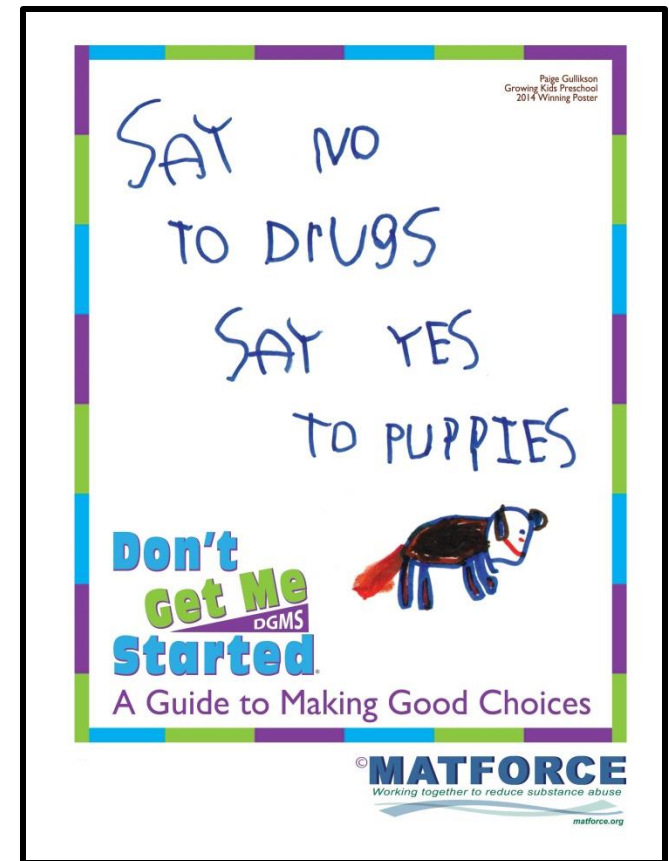
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What's Next for Yavapai County?

- Don't Get Me Started®
- PAX Good Behavior Game®
- Heroin Community Change Action Team



Why Should We Care?

Drug-Related Mortality for Arizona Residents by Year

